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TRADE MINISTER RELEASES COUNTERTRADE PRIMER

The Honourable James Kelleher, Minister for International Trade, released today, the "Countertrade Primer for Canadian Exporters".

The Minister noted that last year it was estimated that approximately \$600 million worth of Canadian exports involved countertrade. Although this represents only 0.5 percent of Canada's total exports; it is important to note that it affected a core grouping of Canadian companies primarily responsible for Canada's exports of capital equipment and services such as:

- Transportation (air, rail and urban);
- Telecommunications, defence and other hi-tech products;
- Resource and energy extraction, processing and generation equipment;
- Agricultural and forestry equipment;
- Engineering and consulting services.

Canadian exporters in these and other sectors should be better prepared to address countertrade demands, the Minister said, and this publication should arm them accordingly.

The primer will provide such information as: a global and Canadian perspective on the growth of countertrade; ways and means for exporters to better cope with countertrade demands; profiles on 44 countries where countertrade is currently practiced and a listing of trading houses that have had experience in handling countertrade transactions.

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